MAIL ROOM
JAN 13 1984
PAT. & TRADEMARK OFF.

TM 435324

PSC Copyright

WHOLE EARTH
Software Catalog & Review

150 Gate Five Road Sausalito, CA 94965 (415) 332-4335

January 11, 1984

The Commissioner of Patents and Trademarks
Washington, D.C. 20231

To Whom It May Concern:

On June 21, 1983, we applied for a trademark for the WHOLE EARTH SOFTWARE CATALOG and WHOLE EARTH SOFTWARE REVIEW. We submitted $176, $175 for the registration and $1 for a printed copy of the registration only. Registration was for class #16, periodicals and books.

As of this date, we have not heard anything from your offices regarding our application. If additional information is required, we will be happy to oblige.

I have enclosed a copy of our prior letter and attachments to help you locate our registration application. Please respond as soon as you have some information; our first issue of the Review is coming out this month.

Thank you for your help,

Cindy Craig

Cindy Craig
Circulation and Promotion

Enclosure

JAN 17 2 32 PM '84
PUBLIC SERVICE CENTER

WHOLE EARTH
SOFTWARE CATALOG
SOFTWARE REVIEW
415-331-6249
BOX 428 SAUSALITO CA 94966 / 27 GATE FIVE ROAD SAUSALITO CA 94965

June 21, 1983

The Commissioner of Patents and Trademarks
Washington, D.C. 20231

copy

To whom it may concern:

Enclosed is a trademark application by the Point Foundation, along with a certified check for $176.00. The sum of $175.00 is for registration in class #16 detailed on page 7 of the U.S. Department of Commerce publication, General Information Concerning Trademarks; the sum of $1.00 is for a printed copy of registration only.

If you need additional information, please let us know.

Thank you,

Sheila E. Gadsden

Sheila E. Gadsden
Managing editor

BANK OF MARIN
1108 FIFTH AVENUE
San Rafael, California 94901

250294

June 17, 83 90-2338/1211

* * * Commissioner of Patents and Trademarks * * * * * * * * * * 176.00 * * *

$176.00

CASHIER'S CHECK

REMITTER Whole Earth Software Catalog

NOT NEGOTIABLE

copy

TRADEMARK APPLICATION, PRINCIPAL REGISTER, WITH DECLARATION (Corporation)	MARK (Identify the mark): Whole Earth Software Catalog/ Whole Earth Software Review CLASS NO. (If known): 16

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS:

NAME OF CORPORATION[1]: Point Foundation

STATE OR COUNTRY OF INCORPORATION: California, USA

BUSINESS ADDRESS OF CORPORATION: P.O. Box 428, Sausalito, CA 94966

The above identified applicant has adopted and is using the trademark shown in the accompanying drawing[2] for the following goods: quarterly magazine and biannually updated book

and requests that said mark be registered in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946.

The trademark was first used on the goods[3] on June 21, 1983 (date); was first used on the goods[3] in territorial (type of commerce) commerce[4] on June 21, 1983 (date); and is now in use in such commerce.

5

The mark is used by applying it to[6] the goods, containers for the goods, displays associated with the goods, tags, labels or other uses.

and five specimens showing the mark as actually used are presented herewith.

7

Andrea Sharp
(name of officer of corporation)

being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any registration resulting therefrom, declares that he/she is Secretary-Treasurer
(official title)

of applicant corporation and is authorized to execute this instrument on behalf of said corporation; he/she believes said corporation to be the owner of the trademark sought to be registered; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use said mark in commerce, either in the identical form or in such near resemblance thereto as may be likely, when applied to the goods of such other person, to cause confusion, or to cause mistake, or to deceive; the facts set forth in this application are true; and all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Point Foundation
(name of corporation)

By Andrea Sharp Sec.-Treas.
(signature of officer of corporation, and official title of officer)

6/21/83
(date)

Point Foundation
P.O. Box 428
Sausalito, CA 94966

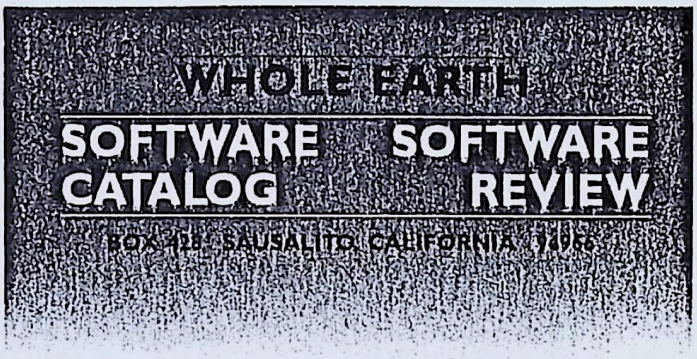
First use anywhere: April 25, 1983
First use in commerce: June 21, 1983

Goods: Publications/ printed matter

WHOLE EARTH SOFTWARE CATALOG

WHOLE EARTH SOFTWARE REVIEW

Envelope copy



Copy

WHOLE EARTH SOFTWARE CATALOG

WHOLE EARTH SOFTWARE REVIEW

WEDNESDAY, MAY 18, 1983

THE WALL STREET JOURNAL.

copy

Publishers Rush to Software Books, Trying to Cash In on Computers

By Susan Chace
Staff Reporter of The Wall Street Journal

Millions of Americans buy personal computers. Then they promptly discover a big problem—how to buy the right software from an awesome selection of about 21,000 programs by more than 2,000 makers.

Book and magazine publishers to the rescue. Seeing the possibility of large profits from participation in the microcomputer boom, publishing companies are seeking to help new owners of computers select software by using books that evaluate and analyze programs. Most currently available software publications contain general listings that only outline programs and give makers' names and addresses.

Recently, several major publishers paid huge advances for software books. Among the most notable moves was Doubleday & Co.'s $1.3 million winning bid for "The Whole Earth Software Catalog," conceived by Stewart Brand, who will edit and produce the book.

Mr. Brand is the creator of "The Whole Earth Catalog," first published in 1968, and its successor volumes. They illustrated and described a seemingly endless array of natural and man-made things, and included evaluations, essays and philosophical musings. Mr. Brand's new catalog will attempt to similarly organize the world of software for microcomputer users.

Newly Burgeoning Market

During the next five years, Mr. Brand says, 20 million Americans are expected to buy personal computers, and each of them will be buying an estimated eight-to-10 computer books. The size of Doubleday's advance to Mr. Brand shows publishers' reaction to such sales projections. Harper & Row Publishers Inc. recently advanced $600,000 to the editors of InfoWorld, a weekly microcomputer magazine, for a six-volume book series. An additional $120,000 will be paid in production costs for the books. According to InfoWorld's editor in chief, the volumes will include compilations of software and hardware reviews and information for specific systems.

Simon & Schuster has paid $800,000 for a 10-volume paperback series for users of IBM and IBM compatible personal computers. The "PC World Reference Library," to be produced by the staff of PC World, a personal computer magazine, will include information on software programs and applications, hardware, communications and "learning and having fun" with the microcomputer.

Literary agents also are prepared to profit from the software boom. A New York agent, John Brockman has spent the last six months trailing software experts at microcomputer shows, saying, "You should write a book." His persistence has paid off. He negotiated the Doubleday, the Harper & Row and the Simon & Schuster contracts. In addition, he convinced Simon & Schuster to distribute to booksellers WordVision, a word-processing program designed by Bruce & James, Program Publishers, Inc.

The contract for "Whole Earth Software" calls for a deadline of July 1984, when Mr. Brand is to submit about 200 pages of what he describes as a "well-winnowed evaluation" of all available microcomputer software. Asked how he will determine what products are the best, he says: "We'll work in the gossip networks of users and designers," rather than relying on marketing officials and consultants.

Several major publishers recently have paid huge advances for books about computer software. Among the most notable was Doubleday & Co.'s $1.3 million winning bid for "The Whole Earth Software Catalog."

Some in the industry fear that Mr. Brand doesn't have sufficient technical background to deal with computers. He counters that he will find the people who do have the knowledge. He also will hire an editorial and research staff for the catalog, and pay them what he calls "semi-boom" salaries—perhaps $8,000 more apiece than the $22,000 annual salary he draws from his non-profit foundation.

He also plans to set up a number of test computers under the care of "an animal-handler," a computer technician.

Friends and competitors of Mr. Brand say that the entrance of such a prominent former counterculture figure into the microcomputer software industry will have an important influence on the market. "It's tremendously good for the industry," says David Bunnell, publisher of PC World. "The 'Whole Earth Catalog' was *the* tool book of the sixties. (Mr. Brand can make) the personal computer *the* tool of the eighties."

Mr. Brand says he has been interested in microcomputers ever since he wrote a story for Rolling Stone magazine in 1972 about life among California computer technicians. He watched a group of them use their computers to play a game called "spacewar"—a precursor to today's video games. They were "ruining their eyes, numbing their fingers, joyously slaying their friends and wasting their employers' valuable computer time," he says, but he concluded then that "something basic was going on."

Magazine Software Lists

As Mr. Brand prepares to research his catalog, competitors such as PC World are compiling software lists that will be sold in magazine form. A new magazine, LIST, has changed its frequency from twice a year to monthly to keep up with demand for information about microcomputer software for the business community.

PC Telemart Inc. in Fairfax, Va., has announced a software list available on microcomputers in retail stores. The list is an electronic version of the firm's "Yellow Pages," a software directory that grew out of data first published in 1980 and updated six times since then.

Some competitors believe that Mr. Brand may not have enough momentum to survive in an industry in which books sometimes are out of date upon publication. Roger Van Oech, director of "Creative Think," a high-tech California consulting group that recently sponsored a "Success in Software" conference, says he was impressed by Mr. Brand's marketing savvy. However, he says, Mr. Brand "seemed to be operating on a different energy level from everybody else—low. He was so laid back."

Mr. Brand says he isn't worried. As he told Doubleday: "I noticed that the mere rumor of a Whole Earth Catalog swept through the West Coast Computer Fair in a single day. Response to the idea has been unanimous approval, even impatience."

WHOLE EARTH
SOFTWARE CATALOG
SOFTWARE REVIEW
415-331-6249
BOX 428 SAUSALITO CA 94966 / 27 GATE FIVE ROAD SAUSALITO CA 94965

Dear ,

This letter follows my recent phone call to ask for a review copy of your computer software, , for our consideration for the **Whole Earth Software Catalog**.

Copy

As the enclosed clips from **InfoWorld** and **The Wall Street Journal** show, the **Whole Earth Software Catalog** is a compendium of reviews of useful personal computer software, edited by Stewart Brand and the staff of the **Whole Earth Catalog**. Doubleday and Company will publish the book in frequently updated editions beginning midsummer 1984; our own quarterly magazine, the **Whole Earth Software Review**, will print reviews beginning in late fall, 1984 with a first printing of at least 100,000. Neither publication will carry advertising.

Point Foundation, a nonprofit education organization, produces both the book and the magazine. We also publish the general interest magazine **CoEvolution Quarterly** and the **Whole Earth Catalog** which reviewed good books, tools and mail order catalogs and sold more than 2.5 million copies over four editions.

Since we hope to serve the personal computer software shopper, our new **Catalog** and **Review** will only include programs that we think are wonderful. We're asking for a review copy of your software because one of our editors suggested that we consider it. Our research and editorial staffs will evaluate it thoroughly, photograph representative screens, and possibly extract quotes from the manual to print alongside the review. We need a copy quickly to meet our first issue's deadline in early August; we need to keep a copy permanently because all items reviewed in the magazine will be reevaluated to be included in the **Catalog**.

We guarantee that we will not copy or distribute your software disks outside our company, or use them for any purpose except evaluation.

On publication we routinely send clips of our reviews to manufacturers of products we review, so please enclose the name and address of an appropriate contact person. Also please enclose information on retail price, technical configurations, and how the program is distributed. If you accept direct mail order, we'll want to print your address so people can contact you directly. If you have any questions, please call me at (415) 331-6249. Programs sent UPS should go to my attention, **Whole Earth Software Catalog**, 27 Gate Five Road, Sausalito, CA 94965. Mail should be sent to me at PO Box 428, Sausalito, CA 94966.

Thank you for your consideration.

Yours,

Research Staff
Whole Earth Software Catalog

P.S. Since we are an ongoing publication, please consider us for review copies of any future microcomputer programs.

WHOLE EARTH
SOFTWARE CATALOG
SOFTWARE REVIEW

415-331-6249

BOX 428 SAUSALITO CA 94966 / 27 GATE FIVE ROAD SAUSALITO CA 94965

FOR IMMEDIATE RELEASE

For Further Information, Please Contact:
Stewart Brand — 415/331-6249

Sausalito, California (April 25, 1983):

Point Foundation, publisher of **The Whole Earth Catalog** and **CoEvolution Quarterly**, has announced an agreement with book publishers Doubleday and Company to create a unique guide to software for personal computer owners — the **Whole Earth Software Catalog**.

Under the terms of this agreement, Doubleday will provide a $1,300,000 advance, the largest advance ever offered for a trade paperback book. This money will be used to develop the extensive network of reviewers and editors needed to evaluate the more than 40,000 software products currently available.

"We believe that existing software directories and magazine product reviews are not much help to the typical personal computer owner," said Stewart Brand, who heads Point Foundation and will be editor-in-chief of the new publication. "Directories just list what's available and product reviews focus on software features. What people keep wondering is: what can I DO with a program and how will it make my work or personal life better?"

The **Whole Earth Software Catalog** will survey all software products on the market and review only the products in each category that are best-suited to specific uses. An example is word processing, where programs that are best for casual users, for office environments, for professonal writers and for other groups will be selected and highlighted with non-technical descriptions about why they have been chosen. Public Domain (free) software will be considered alongside commercial products.

Point Foundation will publish a quarterly companion magazine, the **Whole Earth Software Review**, which will cover software innovations and the major issues of this new medium. The publication will accept no advertising, to reduce undue influence in the selection process. The first edition of the **Whole Earth Software Catalog** is scheduled for a 1984 release with the **Whole Earth Software Review** due out in the last quarter of 1983.

Point Foundation is a non-profit organization whose **Whole Earth Catalog** sold more than 2,500,000 copies in three editions and was the recipient of the National Book Award.

ANNOUNCING

two publications evaluating the <u>best</u> personal computer software, hardware, suppliers, magazines, books, accessories, services, and promising directions to watch for . . .

Whole Earth Software Review
Quarterly magazine by us, beginning late Fall (1983)
$18/year (4 issues) (single copies, $5)
<u>Charter subscriptions $16/year</u>
from:
Whole Earth Software Review
Box 428
Sausalito, CA 94966

Whole Earth Software Catalog
Book by us, published by Doubleday, due in 1984

IF YOU'VE GOT A PERSONAL computer, or are getting or considering getting one, so far there is no single magazine or book to meet your needs.

Your most daunting task is not learning how to use the machine, but shopping. The software field is chaotic with runaway success. There are an estimated 8600 software publishers selling 30,000-plus programs for personal computers. In a market that didn't exist a couple of years ago, software sales per year are already greater than all books, records, and films put together. Typically a user spends seven dollars for software for every one dollar of hardware expenditure. Both are major expenses, so buyers are avidly seeking guidance.

As a tool a computer is even more personal than a car. Software that is used at all intensely feels like an extension of your nervous sytem. Its habits become your habits. Not something you choose lightly. Not something you choose because someone with a completely different use pattern likes it.

Because of the market chaos, there is a vast underground network of evaluation going on among the microcomputer user groups (a new phenomenon), the computer teleconferences, the burgeoning periodicals, the consultants, the hardware and software designers. The **Whole Earth Software Review** is in that network. We will be formalizing its gossip, doublechecking its judgments, conducting our own active research and testing, and making strong comparative product evaluations to readers. And not just of commercial products. Public domain (free) software gets reviewed alongside the commercial stuff. Our range of coverage is from the little lap computers up to local networks of business PCs linked together.

The focus is personal: what can a particular software program or machine or on-line service do for you? How will it change the way you work, the way you think, the way you spend time, the way you create, the way you perceive and affect reality?

The **Whole Earth Software Review** and **Whole Earth Software Catalog** are one process. The magazine is the book in progress. Both will coevolve with this exploding new medium, both will take a long-term as well as detailed view of it — often highly enthusiastic, sometimes highly critical or coldly practical (the stuff is great as a tool, not bad as a personal rejuvenator, poor as a religion).

The magazine carries no advertising. Other computer magazines that are heavy with ads are excellent places to shop. The **Whole Earth Software Review** is intended as a place to decide.

—Stewart Brand